

WFOR

New Order

Agency: GMMB
 Office: Washington
 Client: 95 - Obama for America
 Product: 101 - Candidate Orders
 Piggyback Product:
 Estimate: 1768 - OFA Add to Sked A 9.13-9.17

Station: WFOR-TV
 Order Type: Normal
 Cancel Date:
 Billing Cycle: Monthly
 Billing Calendar: Broadcast
 Received in ePort: 9/12/2012 10:40:03 AM

Flight Start: 09/13/2012
 Flight End: 09/17/2012
 Hiatus:

Primary Demo:
 Demo 2:
 Demo 3:
 GRP: 0.00
 CPP: \$0.00
 GIMP: 0
 CPM: \$0.00
 Comments: Separation: 30

Local/National: Local
 Rep Office: WFOR-TV
 AE: Susan Inker-Puretz
 Phone:
 OrderID: 2283126
 Status: Pending Review

Airtime Dollars: \$80,750.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$80,750.00
 Total Spots: 75

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/13	Total Spots	Rtg	CPP	Imp	CPM
1	ThFMTuW 5A-6A M-F 5A-6A NEWS	EM	\$380.00 300	C	30	26	3				
2	ThFMTuW 6A-7A M-F 6-7A NEWS	EM	\$400.00 405	C	30	3	3				
3	ThFMTuW 7A-9A M-F CBS THIS MORNING	EM	\$400.00 315	C	30	3	3				
4	Sa 7A-9A SAT CBS THIS MORN 7A - NTWK	EM	\$250.00 270	C	30	1	1				
5	Su 8A-9A CBS4 NWS-MRN-SUN - LOCAL	EM	\$300.00 270	C	30	1	1				
6	ThFMTuW 9A-12P M-F 9A-12N	DT	\$250.00 225	C	30	5	5				
7	ThFMTuW 11A-12P PRICE IS RIGHT 1&2	DT	\$700.00 675	C	30	2	2				
8	ThFMTuW 12P-12:30P NEWS AT NOON	DT	\$700.00 540	C	30	2	2				
9	ThFMTuW 12:30P-2P CBS SOAPS	DT	\$70.00 630	C	30	5	5				
10	Su 9A-10:30A CBS4 SUN NEWS - NETWK	DT	\$1,600.00 1360	C	30	1	1				
11	Su 10:30A-11A FACE NATION - NETWK	DT	\$1,600.00 1260	C	30	1	1				

New Order (Page 2)

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12	ThFMTuW 3P-4P THE DOCTORS	EF	\$400.00 315	C	30	5	5				
13	ThFMTuW 4P-5P DR. PHIL 4P	EF	\$600.00 540	C	30	5	5				
14	ThFMTuW 5P-5:30P CH4 NEWS AT 5PM	EN	\$1,000.00 1080	C	30	3	3				
15	ThFMTuW 5:30P-6P CH4 NEWS AT 530PM	EN	\$1,000.00 1080	C	30	3	3				
16	ThFMTuW 6P-6:30P CH4 NEWS AT 6PM	EN	\$1,200.00 1350	C	30	2	2				
17	ThFMTuW 6:30P-7P CBS EVENING NEWS	EN	\$1,200.00 1350	C	30	3	3				
18	ThFMTuW 7P-7:30P ENT.TONIGHT 7P	PA	\$800.00 1080	C	30	5	5				
19	ThFMTuW 7:30P-8P THE INSIDER	PA	\$800.00 1080	C	30	5	5				
20	M 9P-10P TWO&HALF MEN/MIKE&MOLLY	PT	\$6,000.00 6750	C	30	1	1				
21	Tu 8P-9P NCIS	PT	\$6,500.00	C	30	1	1				
22	W 9P-10P CRIMINAL MINDS	PT	\$5,000.00	C	30	1	1				
23	Th 9P-10P BIG BROTHER THU 9P	PT	\$4,000.00 4050	C	30	1	1				
24	F 10P-11P BLUE BLOODS	PT	\$3,600.00 3060	C	30	1	1				
25	Su 10P-11P THE MENTALIST	PT	\$5,000.00 3150	C	30	1	1				
26	ThFSaSuMTuW 11P-11:35P CH4 NEWS M-SUN 11P	LN	\$1,600.00 1350	C	30	3	3				
27	ThFMTuW 11:35P-12:37A LETTERMAN	LF	\$600.00 540	C	30	5	5				
28	Sa 11:30P-12:30A ET WKND	LF	\$500.00 570	C	30	1	1				
29	Sa 12P-7P CLG FTBL - SEC NON-FLA GMS	S	\$2,400.00	C	30	1	1				
30	Sa 3P-7P CLG FTBL-SEC	S	\$3,500.00 2400	C	30	1	1				

Judge Judy

after flight
after flight

New Order (Page 3)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/13	Total Spots	Rtg	CPP	Imp	CPM
							75				
Cash\$ - Spots: \$80,750.00 - 75 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$80,750.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00											

Add

9/16 PSIXTY 6750
 9/16 PBB SUN 3600

RT \$ 80,700

WBFS

New Order

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 Client: 95 - Obama for America
 Product: 101 - Candidate Orders
 Piggyback Product:
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Station: WBFS-TV
 Order Type: Normal
 Cancel Date:
 Billing Cycle: Monthly
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 Hiatus:

Primary Demo:
 Demo 2:
 Demo 3:
 GRP: 0.00
 CPP: \$0.00
 GIMP: 0
 CPM: \$0.00
 Comments: Separation: 30

Local/National: Local
 Rep Office: WBFS-TV
 AE: Susan Inker-Puretz
 Phone:
 OrderID: 2283127
 Status: Pending Review

Airtime Dollars: \$7,750.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$7,750.00
 Total Spots: 52

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/13	Total Spots	Rtg	CPP	Imp	CPM
1	ThFMTuW 8A-9A DR. PHIL 8-9A	EM	\$50.00	C	30	5	5				
2	ThFMTuW 9A-10A ANDERSON COOPER 9-10A	DT	\$50.00 ✓	C	30	5	5				
3	ThFMTuW 10A-11A JUDGE JOE 10-11A	DT	\$50.00 ✓	C	30	5	5				
4	ThFMTuW 11A-12P AMERICAN COURT 11A-12N	DT	\$50.00	C	30	5	5				
5	ThFMTuW 12P-1P JUDGE ALEX 12N- 1P	DT	\$50.00	C	30	5	5				
6	ThFMTuW 5P-6P KING-QNS/OLD CHRISTINE 5-6P	EF	\$150.00	C	30	5	5				
7	ThFMTuW 6P-6:30P HOW I MET YR MOTHER 6P	PA	\$150.00	C	30	5	5				
8	ThFMTuW 6:30P-7P HOW I MET YR MOTHER 630P	PA	\$160.00	C	30	5	5				
9	ThFMTuW 7P-7:30P BIG BANG THEORY M-F 7P	PA	\$500.00	C	30	3	3				
10	ThFMTuW 7:30P-8P BIG BANG THEORY M-F 730P	PA	\$500.00	C	30	3	3				

Jeremy Kyle

Rachel Ray

Rules of Engagement

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							Spots	Rtg	CPP	Imp	CPM
11	Sa 6P-7P HW-MTHR/HW-MTHR SA 6-7P	PA	\$75.00	C	30	1	1				
12	Sa 7P-8P BIG BANG THEORY SAT 7-8P	PA	\$250.00	C	30	1	1				
13	M 8P-9P LAW & ORDER:SVU 8P	PT	\$300.00	C	30	1	1				
14	Tu 10P-11P LAW & ORDER:CI TUE 10P	PT	\$175.00	C	30	1	1				
15	Th 8P-9P WITHOUT-TRACE 8P	PT	\$200.00	C	30	1	1				
16	F 8P-9P MONK 8P	PT	\$200.00	C	30	1	1				
Total Spots: 52											
Cash\$ - Spots: \$7,750.00 - 52 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$7,750.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00											